

## CONSOLIDATED MAIL SERVICES

***CMS EXPRESS***

**Happy New  
Year from  
the Staff at  
CMS!**

**[www.ga.wa.gov/mail](http://www.ga.wa.gov/mail)**

***CMS—Working for you!***

## Address Hygiene—What's That?

Address Hygiene is a term used to describe an address's ability to be read by automated postal equipment.

CMS provides a reduced postage rate for customers by doing some of the USPS work up front. CMS presorts 1-2 ounce first class letters on an OCR/BCR (Optical Character Reader/Bar Code Reader). The OCR/BCR reads the address and sprays a barcode at the bottom of the letter. It is then sorted in zip code order. To take advantage of this service your mail must be machine readable.

This is where "address hygiene" comes into play. It is important to follow these guidelines when addressing letter mail:

- All capital letters.
- Best fonts include use Arial, Courier New, and OCR A Extended. Good fonts include Rockwell, Tahoma and Times New Roman.
- No punctuation except dash in zip + 4.
- Clear spacing should show between address and character lines.
- No scripts, italics, or bolding.
- Dark, crisp print.
- Common point size—10 is optimum.
- Nothing but address in the window. Address should show completely.
- The address you want it mailed to must be on the line above the city, state, and zip line.
- White paper when possible.

If you want to make sure your format is machine readable you may send us a sample for a test. Call CMS to make arrangements. 360-664-9619.



Consolidated Mail Services' OCR/BCR being operated by Chuong Le.

## Survey Slips Have a New Look

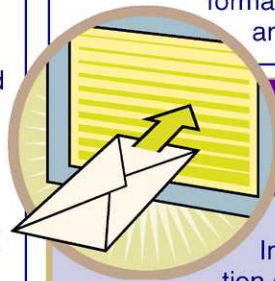
Those who have worked in or near your agency mailroom may recall the 5 1/2" x 7 1/2" pink survey form which shows up like clockwork during a one week period twice a year.

CMS conducts two one-week volume surveys per year, once in January and again in July. In the past, three-part carbon forms were used and the customer received one of the copies.

What we found is that very few customers were actually retaining the slips. Why should they, since CMS has originals on hand and accessible?

January 2004 marked the first survey to move away from the three-part carbon forms to a single sheet printed on standard white paper. Upon customer request, CMS will provide a concise usage report listing volumes for each agency location in a single, easy to read format.

Other reasons for the transition included allergies to the formaldehyde used in carbon forms, cost, and time savings in the print process.



## Keeping You Informed!

In the past, when CMS sent out notification of trainings, holiday schedules, or similar correspondence, customers received a hard copy via campus mail. In an effort to conserve paper, save staff time, and minimize delay we are now sending these messages by email. The messages are sent to the primary mail contact listed for each PO Box.

This system was recently used when winter conditions hampered delivery to some of our outlying mail stops. We were able to contact affected customers quickly.

We ask that you keep CMS informed when contact information changes so you will receive important notices in a timely manner.

The next time you see one of our emails, please take a few minutes to look the information over and pass it on to anyone who will benefit.





The Department of General Procurement held a conference at the Seahawks Exhibition. The event was Sustainability. It was given by Doug Rohr and Diane Brown, gave a presentation of the new products to potential customers at the CMS. They attended the two day event.

<b>Customer Service</b>	<b>(360) 661-9506</b>
<b>Campus and Incoming Mail</b>	<b>(360) 661-9617</b>
<b>Outgoing Mail/Presort Section</b>	<b>(360) 661-9619</b>
<b>Outgoing Mail/Inserting Section</b>	<b>(360) 661-9618</b>
<b>Distribution</b>	<b>(360) 661-9616</b>
<b>Fiscal/Invoicing</b>	<b>(360) 586-1947</b>
<b>Receptionist</b>	<b>(360) 586-0457</b>
<b>Supply Line</b>	<b>(360) 753-5113</b>
<b>Fax</b>	<b>(360) 661-9620</b>

- January—Campus and Incoming Mail Surveys
- 1/19 Martin Luther King, Jr. Holiday
- 2/14 Valentine's Day
- 2/16 President's Day Holiday
- 3/16 Quarterly Customer Tour and Training
- 3/17 St. Patrick's Day

***Fondly Known as the “Pink Slip”***

[illegible]

*Order pink slips by calling our supply line at 360-753-5443. You may also email us at [cmsmail@ga.wa.gov](mailto:cmsmail@ga.wa.gov) or call Karen Robinson at 360-664-9617. **Pink slips are provided free of charge.***

*Most of our customers are very familiar with the CMS pink slip. It is the form used to tell CMS what you want done with the outgoing mail you send us. Our outgoing section follows the instructions designated on the slip for the mail it is attached to.*

*Here are a few reminders for using the pink slip:*

- *Date the slip in the top right corner.*
- *Make sure account number is valid and contact information is current.*
- *Use a separate pink slip for each type of mailing.*
- *Attach a pink slip to mail with a rubber band.*
- *Check “first class presort” to save postage on letter-size mail.*
- *Use the area at the bottom of the slip for jobs handled in our inserting section. Send us a sample, whenever possible.*
- *Look on the back for a list of common definitions. The CMS Customer Handout has additional definitions on pages 22 and 23.*
- *Do not use pink slips for campus mail.*
- *Do not photo copy. Information on the slips are subject to change.*
- *Call CMS when you have questions. We’d love to help!*

Reserve your spot for our quarterly customer training and tour to be held **Tuesday, March 16, from 9:00-12:00**. Deadline for registering is Friday, March 12. Call Diane at 360-664-9506 or email at [dwilkin@ga.wa.gov](mailto:dwilkin@ga.wa.gov).

When requiring next day delivery of packages to cities in Washington, northern Idaho, and many cities in Oregon, consider using FedEx or UPS ground service. Both carriers guarantee next business day delivery (with the exception of the Clarkston area for FedEx). Select the type of service under "Ground Shipments" on the CMS pink slip.

FedEx currently holds the state contract for small package ground and air services, offering reduced rates for government mailers. However, this is a convenience contract meaning customers can choose their preferred vendor.

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Forward your comments or questions to:

**Diane Wilkinson**  
**Customer Service**  
**(360) 664-9506**  
**[dwilkin@ga.wa.gov](mailto:dwilkin@ga.wa.gov)**



Washington State Department of  
**General Administration**